

CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-SECOND YEAR OF PUBLICATION 1915-1957

RAY LEWIS
FOUNDER
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JANUARY 12, 1957

Rank Aiming For Int'l Market

By JAY L. SMITH



Famous Players Canadian Corp. are reported to be very happy with their substitution of the Hollywood (former Premier theatre), and the suburban Palace and Runnymede theatres, for the now-closed Shea's Theatre. Opening attraction at the three theatres under the new policy, starting December 28th, was 20th Century-Fox's "The Girl Can't Help It", starring Jayne Mansfield and Tom Ewell. Morris Stein, Eastern Division Manager for Famous Players, and Peter Myers, Canadian District Manager for 20th-Fox, both report excellent results from the picture at the three houses during its first week, and it has been held over.

Mr. Stein also reported to The Digest that the inclusion of Famous Players' Oakwood Theatre, and B & F's Century Theatre, in a seven-theatre block with five Twinex houses, the Downtown, Glendale, State, Scarboro and Westwood, is also working out better than ever anticipated in its first two weeks, and the addition of B & F's Prince of Wales and Donlands theatres, to F-P's "Show of the Week" block, is also going great guns, according to Mort Margolius, F-P's Toronto suburban supervisor.

Our very best wishes are extended to Marc Hirsch, veteran manager of the Eglinton Theatre, Toronto, who is in Mount Sinai Hospital in Toronto, recuperating from an operation. Last reports we had were to the effect that Marc is coming along very well, and is looking forward to seeing his new grandson, the son of Bob Myers of Famous Players.

James Tomlinson, the Toronto contractor, who has been making

(Continued on Page 5)

Stories, Castings & Locations Designed To Boost World Gross

Toronto: Frank Vaughan, General Manager of J. Arthur Rank Film Distributors (Canada) Ltd., in an interview with The Digest, this week, revealed that the production plans of the Rank Organization for 1957,

are obviously aimed at an expanding world market. Not only in its choice of stories and stars, but in its choice of locations for shooting the twenty or more features planned by JARO this year, the British company is gambling heavily on an ever-growing receptiveness on the part of exhibitors the world over, to the type of outstanding box-office attractions being turned out by the Rank Organization.

(See JARO PRODUCT Page 2)

CPP Annual Meeting Toronto, Jan. 21st

Toronto: The 16th Annual Meeting of the Canadian Picture Pioneers will be held at the King Edward Hotel, Toronto, Monday, January 21st, with registration scheduled for 4 p.m., the meeting at 5 p.m., cocktails at 6 p.m., and the dinner and initiation and en-

(See CPP MEETING Page 2)

Harrison & Norris To Toronto For 20th-Fox Sales Meeting

Toronto: Alex Harrison, General Sales Manager, and C. Glenn Norris, Central-Canadian Division Manager, flew into Toronto this Monday, for a three-day sales conference of 20th Century-Fox's Canadian District, under the direction of Peter S. Myers. Participating in the meetings were all of Fox's Canadian branch managers, salesmen, and head-office bookers.

The meetings, which were held at the Park Plaza Hotel here, covered all of the 26 feature attractions which 20th Century-Fox will release in the first six months of 1957. This is the largest number

(See 20th CENTURY-FOX Page 5)

Quebec Dispensation For Second Movie

Montreal: The Quebec provincial authorities have extended dispensation for a second feature, Disney's "Secrets of Life", which is playing the Kent and Avon Theatres at Montreal. The ban has been lifted on the admission of children 16 years of age and under, as was done recently for "The Ten Commandments" at the Capitol Theatre, Montreal.

Variety Club To Honor Former Chiefs

Toronto: The first 1957 meeting of Variety Club, Tent No. 28 will take the form of a luncheon honoring all of the men who have served in the capacity of Chief Barker since the inception of the

(See VARIETY Page 2)

CPR Strike Has Little Effect On Theatres, Save Hiked Costs

Toronto: The nation-wide strike of the Canadian Pacific Railway employees, has had little direct effect so far on motion picture theatres across the Dominion, except for increased costs in film transportation, as substitute means of film shipping have been employed to service the movie houses.

At this writing, no reports had been received by the office of the Canadian Motion Picture Distributors Association of any theatres that have failed to receive their

(See CPR STRIKE Page 2)

**MAJOR STUDIOS
TO HIKE RELEASE
SCHEDULES 20%
FROM 295 FOR 1956
TO 350 FOR 1957
HIGHEST TOTAL
IN 15 YEARS!**

Lightstone To Philly For Para. Sales Meet

Toronto: Gordon Lightstone, Canadian General Manager for Paramount, attended an important 2-day national sales conference in Philadelphia this week, at which the company's product for the new year, sales policies and advertising, publicity and exploitation plans were discussed.

George Weltner, President of Paramount Film Distributing Corp.; Jerry Pickman, Vice-President in charge of Advertising and

(See LIGHTSTONE Page 2)

54% Canadian Homes Have TV—96% Radios

Ottawa: A Canadian Government report at year's end said that 54 percent of homes in Canada had television sets at the end of September.

(See RADIO-TV Page 2)

Republic Pictures Sues American Federation of Musicians of the U.S. and Canada For \$6,000,000 Damages In Connection with Marketing of Republic Pictures on Television

DIGEST

JARO PRODUCT

(Continued from Page 1)

Mr. Vaughan pointed to the tremendous success of JARO's "Reach For The Sky", which last year rang up many new records for a British film in various cities throughout the world. He also emphasized the fact that "The Battle of the River Plate", already established as an all-time record-breaker in Great Britain, is heading for the same success in Canada and other parts of the world, where it has had its initial engagements.

Mr. Vaughan disclosed that the Rank Organization will again use Canada for location shooting on at least one of the current season's productions, "Campbell's Kingdom", and possibly on a second feature, "The One That Got Away". It will be recalled that in 1956, a Rank production unit shot a large part of "High Tide At Noon", in a little fishing village in Nova Scotia.

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LIGHTSTONE

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VARIETY

(Continued from Page 1)

tent eleven years ago.

Expected to attend are, John J. Fitzgibbons, Morris Stein, J. J. Chisholm, R. W. Bolstad, W. A. Summerville, Jr., Harry S. Mandell and David Griesdorf.

The luncheon will be held in the Sheraton Room of the King Edward Hotel at 12.00 noon on Tuesday, January 29th.

RADIO TV

(Continued from Page 1)

tember, the total being 2,132,000. It was estimated that 96 percent of households had radio sets of which 3,817,000 were in use. In Ontario there were 915,000 homes with televisions while 1,314,000 radios were found in this Province. Quebec's figures were 671,000 TV's and 1,010,000 radios.

from the book, "The Last Englishman" by Hebe Weenolson; **"NELSON"**, by Carola Oman, and **"NIGHT RUNNERS OF BENGAL"**, by John Masters.

With this large and important group of productions, plus the dozen or more already completed and ready for release, the J. Arthur Rank Organization confidently looks forward to receiving a far greater share of the world film rentals, than ever before in the history of British pictures, particularly in view of the fact that within the next few weeks, Rank Film Distributors of America, Inc., will be in operation in the United States, under the direction of Kenneth Hargreaves.

CPR STRIKE

(Continued from Page 1)

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In Ontario, Mavety Film Delivery Service, reports that all of their accounts have been taken care of promptly, with alternate methods of transportation used for theatres on the CPR direct lines. For example, the Ottawa Valley Circuit, comprising Pembroke, Renfrew, Arnprior and Almonte, have all been serviced by transport truck. The same applies to Deep River, Chelmsford, Levack, Little Current, and Gore Bay. Chapleau, Ont., presented a somewhat more complicated problem, but this was overcome by shipping film via the CNR to Sudbury, flying it from there via Air Express to Foley, 18 miles from Chapleau, with the manager of the Chapleau theatre arranging to pick the film up himself at the airport.

Mavety's also advise that films for CBC television stations in Sudbury and the Soo, are being handled by CNR plus transport trucks, and no shipments have been missed. The same situation applies in Quebec, the Maritimes and Western Canada, where the CNR, truck transports, and in isolated instances Air Express have substituted for former CPR shipments.

No estimate is available at this writing of the increased costs to theatres of the alternative methods of film transportation, but it is not believed to be too serious, providing the strike does not last indefinitely.

CPP MEETING

(Continued from Page 1)

tainment set to start at 7 o'clock.

Co-ordinator for this year's annual meeting and dinner is Archie Laurie.

The election of officers for the coming year will be held at the Annual Meeting. Winding up their year of service are Morris Stein, President, R. W. Bolstad, Vice-President, and Tom Daley, Secretary-Treasurer.

New members scheduled for induction and initiation into the Canadian Picture Pioneers this year are Chris Holmes, Toronto; Sam Korman, Noranda-Rouyn; J. E. Delaney, Gananoque; Irving Stern, Toronto; and D. W. Snider, Toronto.

On the Beam

(Continued from Page 1)

life rather miserable for the management of Loew's Inc. in recent weeks, may be somewhat mollified by the announcement this week of two new outsiders appointed to the Board of Directors of Loew's. The two are George L. Killion, President of the American President Lines, Ltd., and Frank Pace, Jr., Executive Vice-President of General Dynamics Corp. Mr. Pace has been a member of the Board of Loew's Theatres, Inc., since the formation of that corporation, and resigned from the Theatres company Board to join the Board of Loew's, Inc. With the addition of Messrs. Killion and Pace, the Loew's Inc. Board now consists of thirteen directors, seven from outside of the company, and six company members. This gives non-employees of the company a majority on the Board, which may satisfy Mr. Tomlinson.

Our sympathies are extended to I. H. Izzy Allen of Astral Films, and Harry J. Allen, of Cardinal Films, on the sudden death last week in Akron, Ohio, of their brother, Ted.

Best wishes for a speedy recovery are extended to Bill Forman of Astral Films' Toronto sales office, who is convalescing at home after being hospitalized for several weeks with a kidney infection.

"Oklahoma!", in the Todd AO version, is still going strong at the Tivoli Theatre, Toronto, where it is currently in its 37th week. Reports are that over the Holidays, grosses took a big spurt forward, and there is every hope now that it will go the full year. In Montreal, the picture was taken out of the Alouette Theatre after a run of over 30 weeks, and the F-P house has reverted back to its old policy of first-run French language films.

"The Ten Commandments", Cecil B. DeMille's monumental masterpiece, is holding very strong at the University Theatre in Toronto, where it opened the end of November, and is also doing tremendous business at the Capitol, Montreal, where it opened December 21st. Big factor in Montreal has been the special dispensation granted by the Quebec authorities, permitting youngsters under 16 years of age to attend the showings of this picture.

Across the Country

Toronto

For years Loew's Theatre at London, Ontario, has had exclusive bookings on all M-G-M features for the Forest City, the rare exceptions being the occasional re-issue. A revision of policy has now been made, however, under which second runs of M-G-M productions will play either the Park or Centre Theatres in London after engagements at Loew's.

The Rotary Club of Smith Falls was host to 1,270 children of the community at the organization's annual theatre party at the Soper Theatre. Two performances were held to accommodate the many juveniles, one on Friday afternoon and the second on Saturday morning. All children received gifts of candy.

It was theatreman vs. theatreman in Toronto when Ald. Don Summerville, manager of the Prince of Wales and a director of the Canadian National Exhibition, raised an issue with Jack Arthur, producer of the CNE grandstand shows. Summerville sought an investigation into the release of Vera Keiss, a Canadian-Latvian ballerina of Toronto, from the cast last year after she was quoted as saying that Canadian dancers were being exploited by teachers.

Winnipeg

Mr. and Mrs. C. Wynant, of the Wynant Theatres, left on Thursday, Jan. 3rd, by motor, for a Florida vacation.

Visitors to Winnipeg included G. Wright, Keewatin, Ont., Joe and Ivan Baldwin, of Carberry, Man., and Melford, Sask., D. Melnyk, Fisher Branch, Man., Mrs. Todd, Morris, Man., G. Mallard, St. Annes, Man.

Frank Davis, manager of Warner Bros., and Mrs. Davis, have returned from a Florida vacation.

Miss Nomi Beer, Theatre Poster Services; Ronnie Brooker, RKO and Jack Dichter, International Films, were guests at the wedding of Dennis Ditlove, (formerly of Theatre Poster Services), held in Minneapolis on Sunday, Dec. 30th.

The Capitol, Winnipeg, held "The Girl Can't Help It" for a second week, as did the Metropolitan, Winnipeg, with "Hollywood Or Bust".

Vancouver

The holiday week-end, and the youngsters being out of school saved the day for the downtown houses, with the tops at the box-office all holdovers, "Battle of the River Plate", "Hollywood or Bust", "Teen-Age Rebel" and "Secrets of Life". Midnight shows prior to New Year's Day did not set any records, due chiefly to the police department's strong don't drink and drive campaign.

"Poor Housekeeping" was advanced as a cause of poor attendance at Vancouver's movie theatres, by a Seattle exhibitor, who was here on a visit, and took a busman's holiday to tour a number of the city's theatres. "I have seen more broken down seats, more torn and worn carpets, more poor projection, more poor sound, more dirty toilets, and more unswept floors than any one man deserved to be subjected to", this Seattle exhibitor reported.

Maynard Joiner, F-P's district manager, is hospitalized for a check-up. Fred Wilson, Strand projectionist, underwent a major eye operation. Lou Karp, F-P head booker, is convalescing at home after being hospitalized for a slipped disc.

20th CENTURY-FOX

(Continued from Page 1)

of features 20th Century-Fox has put into release in a 26-week period, in many years, and is in fact, the greatest number of feature releases to be announced by any company for the same period.

While in Toronto, Messrs. Harrison and Norris held discussions with executives of Famous Players and Odeon Theatres in respect to the coming Fox releases, and although no official announcement is forthcoming at this writing, it is presumed that discussions were also held with both companies' executives in connection with the final disposition of the CinemaScope version of "Oklahoma!", which is still under dispute. It is reliably reported that some settlement will be effected in respect to the pending suit against 20th-Fox by Odeon, regarding "Oklahoma!", which Odeon is claiming belongs in their side of the Fox split with Famous Players. Playdates on the picture, in Famous Players theatres over the holidays, were all cancelled, pending disposition of the lawsuit.

A detailed report of the 20th Century-Fox releases for the first half of the new year, will be given in next week's issue of The Digest. However, we can report that from a quick look at the tentative schedule, exhibitors playing 20th-Fox product, can confidently look forward to the strongest line-up of top attractions in the history of the company.

"The Mad Bomber"

New York: "The Mad Bomber of New York City," a feature-length film based on the current metropolitan bomb-scare, will be produced by Anthony Muto for 20th Century-Fox release.

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ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

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RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division

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TWO OF THE POWER-PACKED FEATURES FROM

JARRIED

J. ARTHUR RANK FILM DISTRIBUTORS
(CANADA) LIMITED

FOR 1957!

OUT HITCHES HITCHCOCK!

HOUSE OF SECRETS

COLOR BY TECHNICOLOR
AND FILMED IN VISTAVISION

STARRING
MICHAEL CRAIG
JULIA ARNALL
BRENDA DE BANZIE
BARBARA BATES

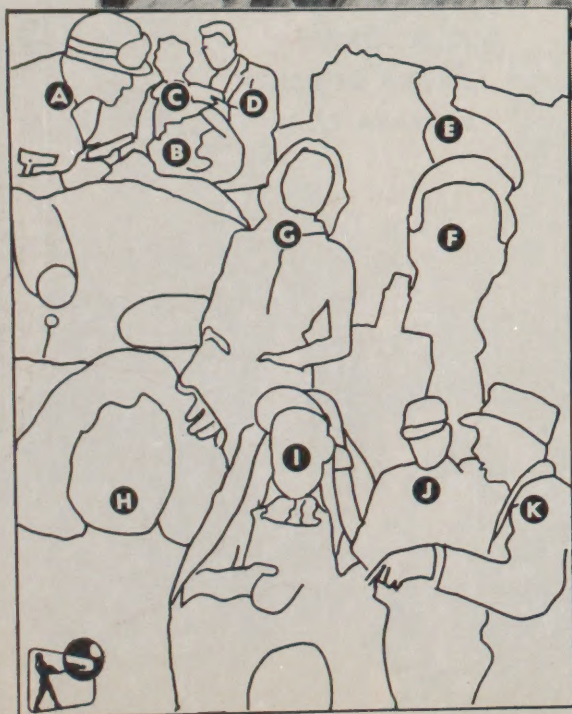


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IN THE MOST
DANGEROUS CAR
RACE IN THE WORLD—
THE "MILLE MIGLIA"
WITH A MURDERER
AS CO-DRIVER!



IN EASTMAN COLOR
COSTARRING ODILE VERSOIS • STANLEY BAKER
JAMES ROBERTSON JUSTICE



Outstanding Stars and Productions for 1957

(A) Stanley Baker threatens (B) Anthony Steel, in racing thriller "Checkpoint". (C) Muriel Pavlow and (D) Donald Sinden in a happy moment before a killer strikes in "Tiger In The Smoke". "The Spanish Gardener" is none other than (E) Dirk Bogarde. (F) Handsome Michael Craig is alert for trouble in "House Of Secrets". Another test for talented (G) Belinda Lee is her role in new thriller "The Secret Place". (H) Maureen Swanson keeps an eye on funny man (I) Norman Wisdom in "Up In The World". "Ill Met By Moonlight" a true wartime adventure, has (J) David Oxley and stars (K) Dirk Bogarde.

FROM J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED